



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report October 2013

<http://www.facebook.com/NavyRegionHawaii>

Compiled by: Navy Region Hawaii Public Affairs




Most Reached Facebook Posts

The people who have seen the CNRH FB post in the past 28 days.

Top Reached Post – (10/01)Government Shutdown, 1,690 people reached

Post Details

You might like Navy Region Hawaii. [Hide](#)

 **Navy Region Hawaii**
During the government shutdown, the **Navy Region Hawaii** Facebook page will have limited updates until further notice. We apologize for the inconvenience.
about a month ago

Like Comment Share 8 Likes 4 Comments

1,690 people saw this post [Boost Post](#)

1,690 People Reached

15 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
8 Likes	4 Comments	0 Shares

FROM LIKES, COMMENTS & SHARES		
2 Likes	0 Comments	1 Shares

TOTAL		
10 Likes	4 Comments	1 Shares

114 Post Clicks

NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Other Top Posts:

- (10/11) Admiral's Commentary – Navy in Hawaii: **1,648 reached**
- (10/14) NavyReads – Neptune's Inferno: **1,363 reached**
- (10/09) Navy Birthday Bell Ringing photo: **1,245 reached**
- (10/16) Warehouse of Terror flier: **1,219 reached**




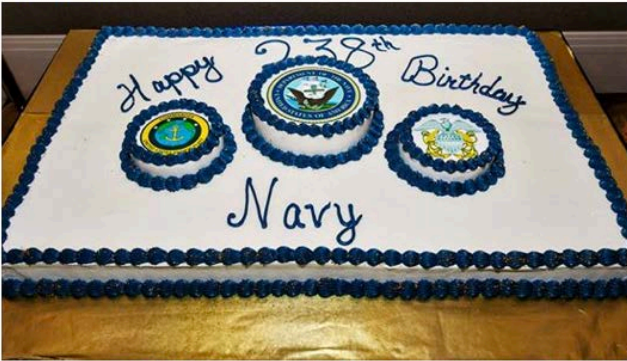
Most Engaged Facebook Posts

The people who have liked, commented or shared CNRH FB posts in the past 28 days.

Top Reached Post – (10/15) 2013 Navy Birthday Ball, 1,187 Post Clicks; 55 Likes, Comments & Shares

You might like Navy Region Hawaii. Hide

 Navy Region Hawaii added 9 new photos to the album 2013 Navy Birthday Ball.



about 3 weeks ago

Like Comment Share

40 Likes 4 Comments

1,155 People Reached

55 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
40 Likes	4 Comments	0 Shares

FROM LIKES, COMMENTS & SHARES		
7 Likes	0 Comments	4 Shares

TOTAL		
47 Likes	4 Comments	4 Shares

1,187 Post Clicks

971 Photo Views	7 Link Clicks	209 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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0 Report as Spam	0 Unlike Page
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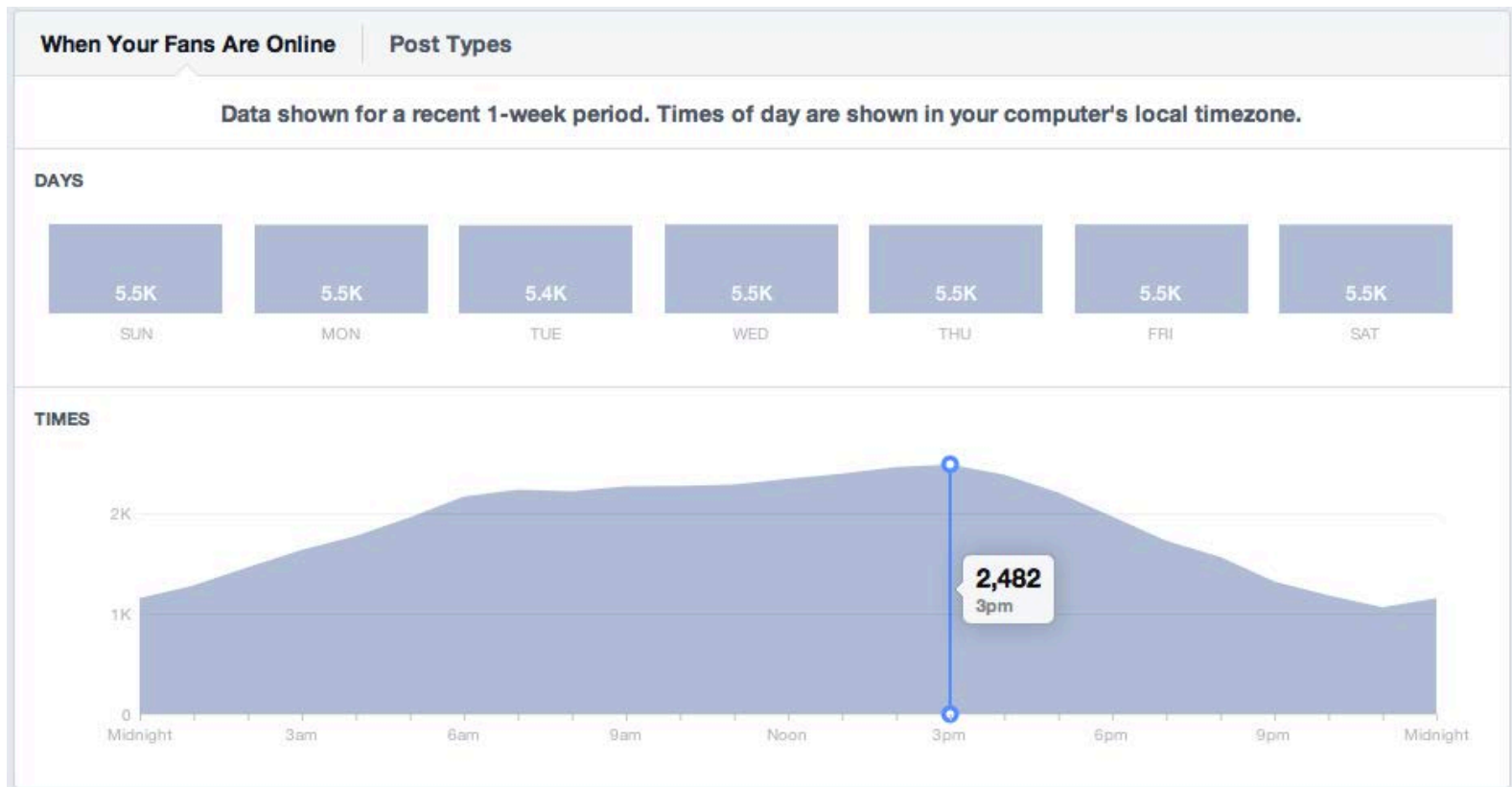
Other Top Posts:

- (10/18) 2013 Lex Brodie's Above and beyond photos: **726 Post Clicks; 116 Likes, Comments & Shares**
- (10/15) PH Survivor burial ceremony: **1280 Post Clicks; 57 Likes, Comments & Shares**
- (10/18) JS Unryu and CNSGMP exchange gifts: **401 Post Clicks; 650 Likes, Comments & Shares**



When are fans online?

Based on the recent 1-week period in October, most fans are online at 3 p.m. with an average of 2,482 viewers.





Total Page Likes – 7,030

Based on the insights for October 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.

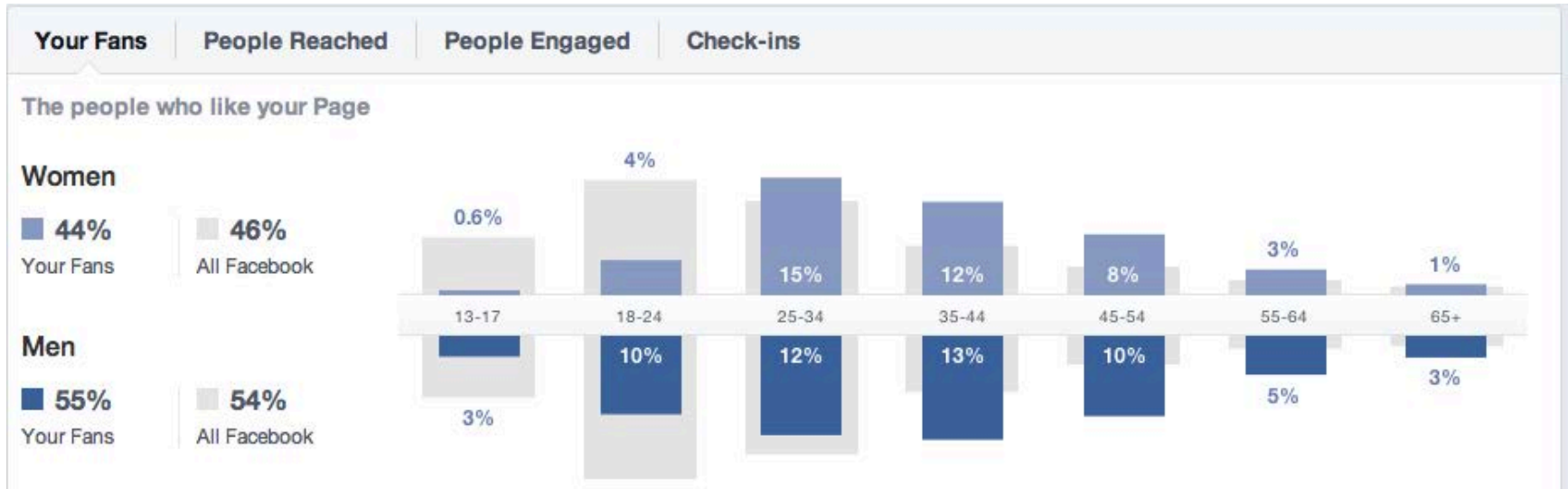


* CNRH Facebook increased its fan base by 91 fans from last month w/a previous number of 7,030.



Demographics

Fans who like the page based on their **Age & Gender**



Fans who like the page based on **Top 5 Country Locations**

- United States of America (HI, CA, VA, DC, FL) – 5,289 fans
- Philippines – 211 fans
- India – 96 fans
- Japan – 88 fans
- Thailand – 75 fans